

# Request for Qualifications: Full-Service Marketing/Communications

## Indiana Region 9 Workforce Board

### WorkOne Southeast

#### ECONOMIC GROWTH REGION 9 BACKGROUND

Economic Growth Region (EGR) 9 is comprised of ten counties: Bartholomew, Dearborn, Decatur, Franklin, Jackson, Jefferson, Jennings, Ohio, Ripley, and Switzerland. It has a population of (2004) of 319,268.

Nearly 30% or 38,000 people in the region work in advanced manufacturing. The average wage for advanced manufacturing jobs in Southeast Indiana is \$62,000 (20%-30% higher than the next largest employment sectors – wholesale trade, healthcare and education).

Healthcare services employ nearly 10% or 14,000 people in our region. In 2004, the average wage in the healthcare industry was \$31,737.

Hospitality/tourism also employs nearly 10% or 14,000 people in the region. In 2004, the average wage was \$16,611, based on a blending of the higher wages in Arts/Education/Recreation and the lower wages in Accommodation/Food Services.

Region 9 faces significant challenges related to education. Although about 3,000 students graduate from high school each year, the region has a 30% drop-out rate. The state average for those with a college degree or higher is 22% and the national average is 26%. Region 9's average is only 15.5%.

The region estimates that it will need 6,500 additional employees in advanced manufacturing given the new Honda plant in Greensburg (2,000 jobs in 2 years); new Cummins Light Duty Engine Plant (800 jobs in 3 years, plus 1,000 scheduled retirements at Cummins); and the ripple effect on supplier companies and general employment needs.

#### INDIANA REGION 9 WORKFORCE BOARD

The Indiana Region 9 Workforce Board, Inc. is a 14-member volunteer board representing business/industry, education economic development, labor, and community organizations. The mission of the Workforce Board is, "To ensure Southeast Indiana employers have a competitive and flexible workforce by providing all citizens with opportunities and support to grow knowledge and skill for sustained employment in the global economy."

#### WorkOne Southeast

The Workforce Board manages public employment and training programs in EGR 9. The Board oversees \$1.5 million in federal Workforce Investment Act (WIA) funds to the region used to support services provided in the region's 6 WorkOne Centers and 3 SHARE Network sites, collectively called WorkOne Southeast.

The 6 WorkOne Centers are located in Bartholomew, Decatur, Dearborn, Jackson, Jennings and Jefferson counties. Franklin, Ohio and Switzerland counties host SHARE Network sites. These Centers serve as the single point of contact between employers looking for the right people and people who are looking for the right job or career.

The Indiana Department of Workforce Development (IDWD) has defined the WorkOne brand promise for employers. "The WorkOne will help find qualified workers to meet employer needs."

#### Services for Employers

- Cost-effective, convenient access to thousands of job seekers
- Candidate screening

- Job fairs and other recruiting services
- Valuable labor market information
- Information about applicable grants, ex. Training Assistance Grants (TAG) and tax credits

The Indiana Department of Workforce Development (IDWD) has defined the WorkOne brand promise for a job seeker. "The WorkOne will help Indiana citizens assess their skills, develop new skills through training, and find the right job match to meet their skills."

#### Services for Job Seekers – Adult or Dislocated Workers

- Access to the state of Indiana's new job matching system: IndianaCareerConnect.com
- Assessment tools to identify skills
- Training programs available on-site including workshops, GED and on-line resources
- Scholarship funding to attend occupational skills training
- Special services for veterans, job seekers over the age of 55 or people with disabilities
- Registration for unemployment insurance

#### Services for Job Seekers – Youth

- Career development services: work experience, job shadowing, mentoring
- Training programs available on-site including workshops, GED and on-line resources
- Scholarship funding to attend occupational skills training

This summer, Region 9's WorkOne centers will offer new products and services, including the state's new job matching system IndianaCareerConnect.com – all designed to expand its customer base, improve its image and debunk the perception that the WorkOne is simply the "unemployment office."

As defined by IDWD, the WorkOne customer base can be divided into 4 primary groups:

1. Employers: Companies that will work with WorkOne and other workforce development staff to post jobs and hire candidates through the job matching system. Employers also utilize WorkOne centers for training assistance for their employees.
2. Job Seeker, Emerging: Students or returning workers who are entering the workforce and looking for work.
3. Job Seeker, Incumbent/Assisted Seeker: The "traditional" customer of the WorkOne system. Typically blue collar, unemployed or underemployed, low skilled, low wage workers.
4. Job Seeker, Incumbent/Independent Seeker: A new set of customers that most likely have never used WorkOne services. Typically white collar, already employed, highly skilled, high wage.

#### **Indiana Region 9 Workforce Board Special Programs**

In Region 9, the WorkOne Center is used as the "catch and referral" site for the Board's other grant programs. The Workforce Board manages a variety of other programs including Dream It. Do It, the Strategic Skills Initiative and the Tomorrow's Manufacturing Workforce program. The Board is also a primary player in the region's EcO15 project funded with a \$38 million grant from the Lilly Endowment.

The Workforce Board is leading an effort to promote Advanced Manufacturing as a career choice within the region. In partnership with the National Association of Manufacturers, Region 9 is conducting a media campaign called **Dream It. Do It.** This campaign is supported by career awareness activities, counseling, internships and educational programming. The goal of this effort is to improve the perception of "manufacturing" and increase the number of entrants into the manufacturing industry sector.

The Region 9 Workforce Board was awarded a \$975,000 **Strategic Skills Initiative** grant from the Indiana Department of Workforce Development (DWD). The SSI program is a statewide program stemming from Governor Daniel's focus on addressing Indiana's critical job shortages. The goal of the SSI program is to increase employment

opportunities and wages for Hoosier workers. DWD invested more than \$14 million throughout the state for the program. Region 9's Strategic Skills Initiative focuses on three areas: Advanced Manufacturing, Nursing and Hospitality/Tourism.

A **Tomorrow's Manufacturing Workforce** grant of \$657,500 was awarded to the Region 9 Workforce Board from the Indiana Department of Workforce Development to expand the region's manufacturing workforce and increase the flow of high school and college graduates into manufacturing careers. This grant builds on other regional efforts to build awareness of advanced manufacturing as a high-growth, high-wage occupation.

This grant has several components:

**Project Lead the Way:** Upon completion of this middle or high school program, students will be prepared to take the MSSC Certification exam and prepared for a career in the manufacturing sector.

**Dream It. Do It. High School Champions:** The Dream It. Do It. coordinator has enlisted champions, teachers or guidance counselors, in all of the region's high schools. The goal of this effort is to get the Dream It Do It campaign into each of the high schools. High school champions will be the single point of contact for communication and dissemination of materials and information to students and parents.

**CNC Certification Project:** Grant funds were used to purchase a CNC lathe for Southeastern Career Center, which is centrally located in the region and serves students from 12 high schools in Southeastern Indiana. As a result of this investment, the Career Center will be able to offer a national certification from the National Institute for Metal Working Skills (NIMS). CNC Lathe Operator has been identified as an in-demand occupation in Region 9.

**Mechatronics Program:** Grant funds were used to equip and implement a Mechatronics program offered by the Purdue College of Technology in Columbus. The goal of this program is to teach systems-thinking required to effectively operate, program, and problem solve within sophisticated production systems, such as mechanical, electrical, electronics and software. This instruction complements the Organizational Leadership and Supervision, Mechanical Engineering Technology, Industrial Technology and Computer Information Technology programs already offered under the SSI program.

**Engineering and Management Program:** Grant funds were used to support a team of 2-3 faculty members to develop a curriculum that will articulate technical and management courses and degrees. Various elements of the curriculum will be applied at the Bachelor Degree, MBA and Executive education levels.

**Career Advancement Accounts:** Training accounts (scholarships) will be made available to adult incumbent low to mid-wage workers and workers who are dislocated. All training will result in a portable, industry-recognized credential: a degree, professional certification or licensure. The credential will also transfer across an industry regardless of specific employer.

**EcO15** was funded with a \$38 million grant from the Lilly Endowment. This goal of this grant is to create a truly regional system of life long learning. The system will connect the residents of Southeast Indiana through education to better economic opportunities by the year 2015.

The Community Education Coalition received \$26 million; \$12 million was awarded to Heritage Fund – the Community Foundation of Bartholomew County. The two organizations will provide leadership, oversight and management support services. The EcO15 Initiative is guided by a 40-member regional advisory council comprised of representatives from each of the 10 counties and includes leaders from community foundations, education institutions, workforce partners, private-industry employers, economic development organizations and government

representatives. The Council is co-chaired by Patti Yount, Region 9 Board Chair, and Jon Bond, President of the Switzerland County Economic Development Corporation.

ECO15 is focused on three primary economic growth areas and coordinating services, which include:

**Advanced Manufacturing:** A substantial portion of the grant will be dedicated to developing an advanced manufacturing network of excellence, incorporating the regional Dream It. Do It. initiative. This network will establish a comprehensive advanced manufacturing education and training program that will use regional advanced manufacturing labs positioned throughout Southeastern Indiana.

**Health Care:** Proceeds of the grant will be leveraged to create a regional network of stationary and mobile clinical simulation labs that can be used for accreditation and advanced degree certifications.

**Hospitality/Tourism:** The grant will help create training and career pathway development for meaningful careers in the hospitality and tourism field.

The Eco15 initiative directly impacts all ten counties within EGR 9. The Heritage Fund is partnering with the community foundations in the region to distribute grant funds into each county. Furthermore, to coordinate and align the regional learning system, the grant will provide funds to staff an Eco15 coordinator located in each of the 10 counties. Each coordinator will have an understanding of process and programs to better guide students and will act as a liaison between industry and educational institutions.

#### **SCOPE OF WORK**

The Region 9 Workforce Board desires a full-service marketing partner to bid on the following two phases of work:

##### Planning Phase

- Develop a marketing analysis of our target market for WorkOne services and analyze how the Board could best use funds dedicated to marketing and outreach.
- Work with the Board's professional staff to develop an overall marketing plan and media strategies to (1) promote the services offered in the region's WorkOne Centers and (2) brand the WorkOne Centers as the clearinghouse of information and referral source for the Board's special grant projects.
- Develop a plan for external media advertising development, a detailed plan for length of campaign (paid media proposal) and overall creative content and themes to promote WorkOne services and the Board's special grant programs.

##### Implementation Phase

- Develop a full range of advertising and collateral materials based on the media strategy, including, but not limited to:
  - A comprehensive website for Region 9
  - Appropriate brochures and "fact sheets" describing available services and special programs
  - E-newsletter, e-blasts, and printed newsletter templates
  - Region 9 exhibit display and promotional items for use at events and job fairs
  - Case studies for the WorkOne system and special grant programs
  - WorkOne Southeast signage for offices
- Recommend an appropriate and cost-effective email marketing system.

- Provide public relations support, including the creation and distribution of press releases.
- Develop new forms of viral marketing to engage youth.

The chosen provider will collaborate with the Indiana Department of Workforce Development and the state's chosen provider to leverage branding and advertising surrounding the state's new job matching system, [www.IndianaCareerConnect.com](http://www.IndianaCareerConnect.com). The provider must also collaborate with the state's preferred vendor for the development of the region's WorkOne website.

The chosen provider must follow the IDWD's branding policy for the WorkOne system. All work must be submitted to the Workforce Board's professional staff for approval prior to dissemination.

#### PROPOSAL SUBMISSION INFORMATION

Please provide a proposal either electronically to Molly Dodge, [molly@rivervalleyresources.com](mailto:molly@rivervalleyresources.com) (attachments of 5MB or less, please), or in hard copy by August 25, 2008 to:

River Valley Resources  
Attn: Molly Dodge  
319 E. Main St.  
Madison, IN 47250

No faxed proposals will be accepted.

Proposals should include:

##### Agency Overview

- Description of the agency, its strategic and creative thinking capabilities and philosophy
- Names and brief bios of key team members that would oversee/execute the project
- Include a client list, with contact information for three (3) relevant client references

##### Experience

Please include case studies and work samples from 2-3 relevant campaigns undertaken within the last 4 years – relevant experience would include other workforce/economic development clients, youth-focused campaigns or educational initiatives. A supplemental broadcast reel may also be submitted.

##### Approach

Finally, please provide overall thoughts on your media and public relations strategy as well as creative approach. (Should not exceed 5 pages.)

After submissions have been received, selected agency finalists will be invited within two weeks to schedule in-person presentations with the selection committee. Following these presentations, the selection committee will invite their first and second choice to participate in budget negotiations.

Questions may be addressed to Molly Dodge at the e-mail address listed above. All questions should be submitted by August 15. Questions and answers will be posted on [www.indianaregion9.org](http://www.indianaregion9.org).